LIGHTHOUSE
MENTORING
A PROJECT OF SAPIENCE INSTITUTE

NEW MUSLIM
MENTOR TRAINING

SAPIENCE
INSTITUTE

LIGHTHOUSE
MENTORING
A PROJECT OF SAPIENCE INSTITUTE

MODULE THREE:
REVERT SUCCESS TEAMS

SAPIENCE
INSTITUTE

Module Three

- **Customer Success VS Customer Support**
- **Best practices for Revert retention & development**
- **Structure of a Revert Success Team**

Emerging Role

Customer Success	**Customer Support**
Proactive	Reactive
Long-term focus	Short-term focus
Drives product value (Why)	Resolves product issues (Q&A)

Module Three

- **Customer Success VS Customer Support**
- **Best practices for Revert retention & development**
- **Structure of a Revert Success Team**

Contact Exchange

- **Give them your business card, OR…**
- **Introduce your services to:**
  - **Imams / management**
  - **Street Da'wah Teams**
  - **Marriage Officers**
  - **General public / conferences**

⚠️ How to Fail New Muslims ⚠️

- **Be careful who you introduce them to**
- **Social events (Working toward integration & empowerment)**
- **Educate general public**
  - **People eager to correct (doing so without wisdom or etiquette)**
  - **Careful about ethnic, political & other comments**
  - **Also prep new Muslims about how to be patient with such things**
- **Be careful with Whatsapp groups (they can be chaos)**

SAPIENCE INSTITUTE

Module Three

- **Customer Success VS Customer Support**
- **Best practices for Revert retention & development**
- **Structure of a Revert Success Team**

- Proactive Du’aats
- Convert Coaches
- Passive Teachers
- General Helpers
- Pr / Social

SAPIENCE INSTITUTE

Process & Culture

- **Recruit a team: Committed Individuals with clear weekly commitments (1 to 2 hours a week)**
- **Encourage learning**
- **Weekly status updates (learn, outreach, follow-ups)**
- **Personal growth by seeking Islamic knowledge**

Get the training manual(s) in resources section

SAPIENCE INSTITUTE

Module Three

- **Customer Success VS Customer Support**
- **Best practices for Revert retention & development**
- **Structure of a Revert Success Team**

SAPIENCE INSTITUTE

Q&A

SAPIENCE INSTITUTE